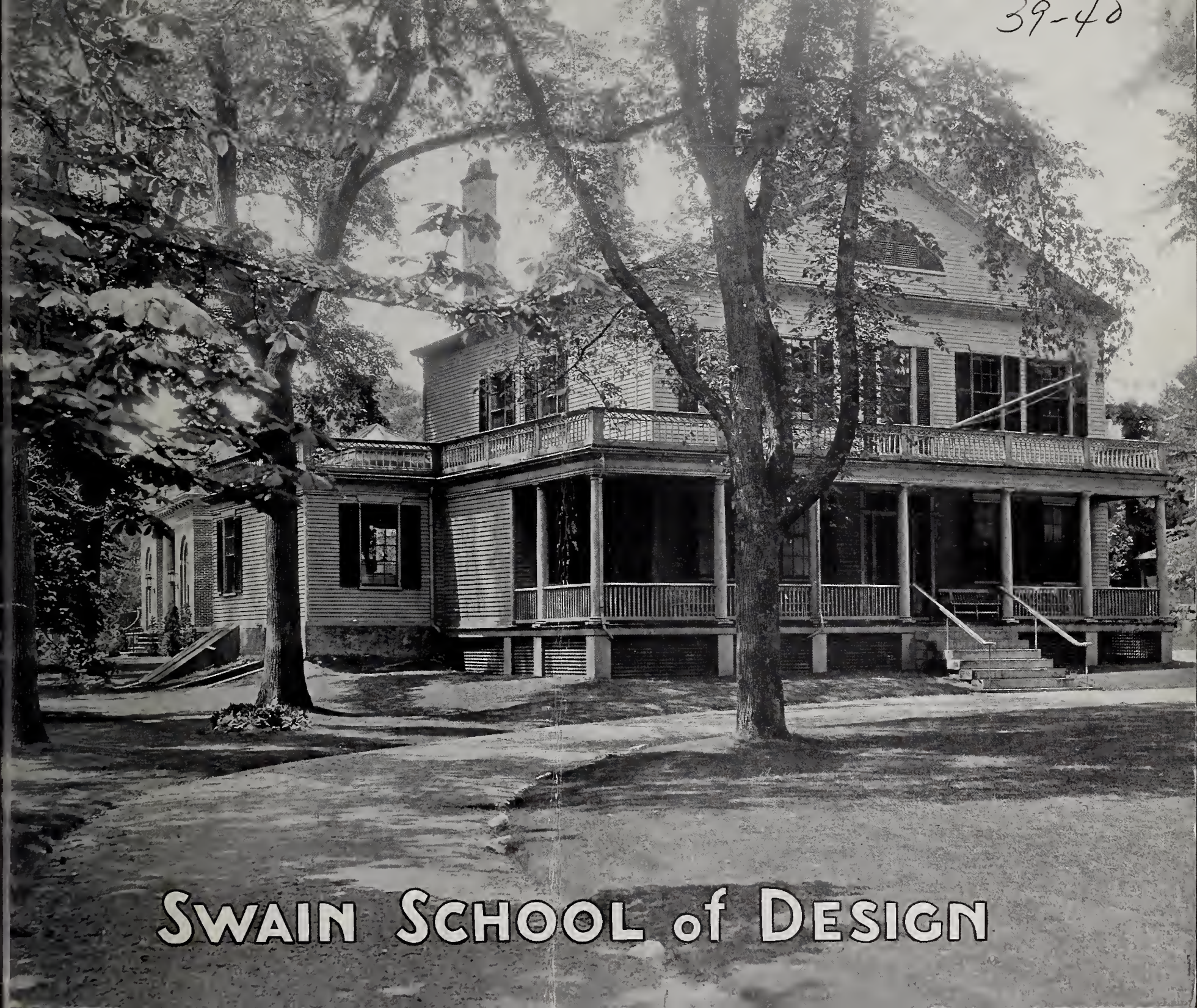


39-40



SWAIN SCHOOL of DESIGN



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SWAIN SCHOOL OF DESIGN

Incorporated 1881 Not for Profit

SEASON 1939-1940

ACCREDITED

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391 COUNTY STREET

NEW BEDFORD, MASS.

PREFACE

THE Swain School of Design founded in 1881 operates under a limited endowment fund established under the will of its founder, William W. Swain. While there is no charge for tuition, registration fees are assessed each student, as set forth elsewhere in this catalog, as a guarantee of faithful attendance and earnest endeavor. The school is a Charter Member of the American Federation of Arts, and holds the distinction of being the oldest private school in the State devoted entirely to the teaching of Art.

The curriculum of the school includes in addition to the four year diploma courses in Commercial Art and Fashion and Costume Design, Evening and Saturday morning classes. During a part of each winter a series of Extension Courses are offered in Art Subjects requiring a minimum attendance.

The courses of study included in the curriculum offer opportunity for systematic training in art and its application to commerce and trade.



REQUIREMENTS FOR DIPLOMA

CANDIDATES for the diploma are required to complete a four year course of study totaling 100 Credit Hours.

Applicants must have passed their sixteenth birthday. Although a high school diploma is not necessary, preference will be given to high school graduates.

With the exception of students transferring from other schools and entitled to advanced rating, no professional subject will be included during the first year.

All members of the freshman class are required to study cast and still life drawing at least one period each week.

Students are required to devote not less than ten hours per week for three years to their major subject or field of concentration.

Students whose absences equal twenty per cent of the total class sessions in any one subject, will receive no credit for the course and must repeat the course should it be one required for graduation.

An average grade of C is required for graduation.

ENTRANCE REQUIREMENTS

PRIOR training in the arts is not required, but earnestness of purpose and high moral character are insisted upon. The Trustees reserve the right to refuse the application of any student who does not meet these or any other qualifications which the Trustees may demand.



COMMERCIAL ART

COMMERCIAL ART is recognized today as a valuable adjunct to business. Illustrations and designs which vividly impress the buying public, advertising booklets, catalogues and the various forms of printed matter sent through the mails are being used more and more in advertising and sales promotion.

The four year course of instruction is designed to prepare students to compete successfully in this field. The first year program includes instruction in the principles of drawing and painting, the theory and use of color, elementary perspective and design, composition, charcoal, water color, modeling, anatomy and free hand drawing. The following three years are devoted to pen and ink drawing, drawing from life, pencil rendering, air brush, pastel and water color painting, advertising layout, lettering, poster design, packaging, requirements for publication, window display and pictorial units for out-of-door publicity.



FASHION ILLUSTRATION and COSTUME DESIGN

FOUR years of study are required to complete the necessary subjects included in the requirements for the diploma.

Students are adequately prepared to meet the exacting requirements of the publishers of fashion and pattern periodicals, clothing manufacturers, fashion art service bureaus, and agencies.

Practical working problems are part of the class routine and students are afforded the opportunity during their course of study to sketch in the dress departments of local department stores and dress shops.

Modern dress and period costume for the stage are included and accessories are carefully studied. The making of masks for pageants, interpretive dances and pantomime concludes a well balanced and complete appreciation of stage requirements.

The first year of study includes Theory and Use of Color, Anatomy, Development of the Stick Figure, Perspective, Pen and Ink Drawing, Composition, Pencil Rendering, Wash Drawing, Modeling, Freehand Drawing, and Water Color Painting.



FASHION ILLUSTRATION and COSTUME DESIGN—Continued

The succeeding three years of study include Drawing from Life, Sketching of the Draped Figure, History of Costume, Original Modern Dress Designs from Period Costume, Fabric Analysis, Newspaper and Magazine Illustration, Decorative Design, Layout, Water Color Painting and a study of the Methods and Processes of Reproduction for Publication.

THEORY AND USE OF COLOR

THE Dr. Ross Theory of Color is the basis of this course. The subject is treated as a lecture and laboratory course and may be taken by regular or special students. Teachers, students of drawing and painting, interior decorators, designers, and fashion stylists will find this course of extreme importance, and the material of the course applicable in numerous practical fields.



EVENING CLASSES

THE Evening Classes form an important department of the School. Those who are employed during the day, or for other reasons are unable to attend the Day School, are offered substantially the same opportunities as students enrolled in other departments of the school.

The Evening Classes include instruction in the essentials of drawing and painting. Students have the privilege of selecting their own subject matter and field of concentration. The instructors willingly co-operate to arrange a program of study to meet special requirements.

The minimum age limit for students entering the evening classes is sixteen years. Certificates of accomplishment are awarded students completing four years of systematic study.



SATURDAY MORNING CLASSES

SEVERAL classes are maintained Saturday morning for children and adults.

The first class accommodates children between the ages of ten and twelve. In this class, children develop a love for creative expression in line and form through drawing and painting. The projects completed in this division are practical and form a basis for successfully pursuing the work in the other classes.

A second class for children between the ages of twelve and fourteen provides instruction in the fundamentals of drawing and painting, and furnishes the necessary training to enter the more advanced courses.

Students of Junior High and High School age may register in a third class providing instruction in the principles of Creative Art, applicable to advertising and fashion illustration.

Adult classes are maintained for drawing and painting. The minimum age limit in this class is seventeen.

APPLIED ARTS FOR CHILDREN

A COURSE of "HANDICRAFT FOR CHILDREN," conducted Saturday mornings presents various media for individual expression. Basketry, Beads, Cement, Iron, Leather, Textiles, and Metal.

Children find many of these crafts especially applicable in securing Scout Awards.



AMATEUR PHOTOGRAPHY FOR BEGINNERS

THE aim of this course is to teach a working knowledge of the various popular types of cameras; a demonstration of lenses, illustrating their advantages and limitations; the use of different emulsions and their relative speed; the selection and use of developers; demonstrations in the art of printing the negative and in the selection of the proper paper. The study of enlarging completes the training. Practical working assignments from the taking of the picture to its completion is afforded each member of the class.

Classes meet one evening each week for a period of twenty weeks, and are in session from 7:30 to 9:30 on Monday, beginning the second Monday of October.

COMMERCIAL PHOTOGRAPHY

THIS course is devoted entirely to the study of photography applicable to Commercial Advertising, Merchandising and Publicity.

Advanced amateur photographers and students who have completed one year in the study of photography will be admitted to this course. Practical studio methods are used during laboratory demonstrations, and all members of the class receive individual criticism and personal instruction.

The class is in session one evening each week for a period of twenty weeks.



EXTENSION COURSES

EXTENSION courses are given during each school year, in addition to the regular courses appearing in the catalog.

Extension courses are primarily for students who are employed, or otherwise engaged during the regular school hours, and are unable to devote more than one evening each week to specialized study.

During the past several years, courses have been offered in Advertising; Window Display; Arts and Crafts; Show Card Writing; Photography; Pencil Sketching; Modeling; Theory and Use of Color; Fashion Drawing and Portrait.

Announcement is made each September, concerning the courses offered for the current year, and persons interested in any of the subjects may secure special information by writing to the Registrar or calling at the school.

All extension courses usually meet one evening each week, for a period of twenty weeks, and begin during the second week of October.



SCHOOL CALENDAR

Day Classes, September 25th to May 17th.
(Minimum age limit is sixteen.)

Evening Classes, October 2nd to April 26th.
(Minimum age limit is sixteen.)

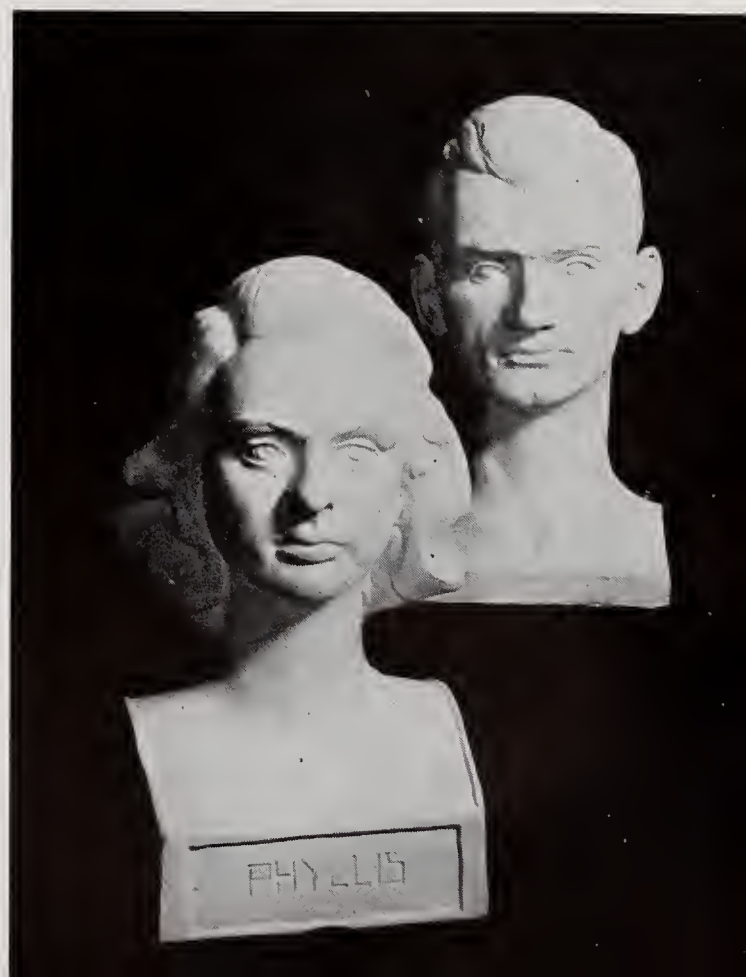
Saturday Morning Classes, October 28th to May 4th. (Minimum age for admission to the Children's Class is ten.)

The school observes a few special holidays announced during the school year. Holidays covering a period of one week or more occur at Christmas and in the Spring.

Students are required to supply their own materials which may be purchased at the school at student rates.

SPECIAL STUDENTS

A LIMITED number of students will be admitted to special courses in any of the subjects offered in this catalog. Admission of such students will be at the discretion of the Director.



REGISTRATION AND FEES

FEES may be paid in one or in three installments. When paid in three installments, **PAYMENTS ARE DUE AND PAYABLE IN ADVANCE** on the day of entrance, and the first Monday of January and March.

	Per Term	Per Year
Full Time (Five whole days per week, Morning and Afternoon) 9:00 to 11:45 A. M., 1:30 to 3:30 P. M.....	\$20.00	\$60.00
Part Time (Five half days per week, Morning or Afternoon) 9:00 to 11:45 A. M., 1:30 to 3:30 P. M.....	10.00	30.00
Evening Classes (Monday, Tuesday, and Thursday) 7:30 to 9:30 P. M.....	7.00	20.00
All Saturday Morning Classes, 9:30 to 11:45 A. M.	4.00	10.00
All Extension Courses (special informative circular available) 7:30 to 9:30 P. M...	6.00	12.00
The advantage of the lower registration fees can be allowed only when the total amount, as specified, is paid within the first month of the school year.		
Registration fees are not returnable, in whole or in part, for any cause whatever. ADMITTANCE TO CLASSES WILL BE REFUSED UNLESS REGISTRATION FEE IS PAID.		
Model Fee (Freshmen, Evening and Satur- day students exempt)	\$1.50	\$3.00
Freshmen Laboratory Fee	1.50	3.00
Drawing Board Rental (returnable).....		1.00
Locker		1.25



